



**FOODEX JAPAN 2003**  
**TOKYO - JAPAN**  
March 11-14, 2003



- THE SHOW:** The Asia Pacific Rim's largest and most significant food and beverage trade show, organized by Japan Management Association (JMA), which attracts 90,000 food industry professionals from throughout Asia.
- THE VENUE:** Makuhari Messe (Nippon Convention Center), Makuhari, Chiba (near Tokyo), Japan
- THE DATES:** March 11 (Tuesday) - 14 (Friday), 2003
- THE DEADLINE:** October 18, 2002 (Payment due: November 29, 2002)
- THE VISITORS:** At FOODEX 2002, nearly 90,000 visitors attended; importers/wholesalers (22 percent), food service (22 percent), processors (21 percent), and retailers (13 percent), including more than 6,800 visitors from Korea, Taiwan, China, and other Asian countries.
- THE U.S. PAVILION:** At FOODEX 2002, the U.S. Pavilion was one of the largest country pavilions at the show with 190 U.S. companies participating. At FOODEX 2003, you will be able to use our upgraded Internet Café-Lounge and Support Center.
- THE MARKET:** Japan, America's largest market for agricultural exports, purchased \$11.1 billion worth of food and agricultural products in 2001. \$4.8 billion were consumer-oriented products. With a population of more than 127 million with a per capita income of over \$25,000, Japanese consumers have purchasing power comparable to that of buyers in the United States. As the economy continues its recovery, there are good opportunities for U.S. suppliers of high quality and value-added agricultural products.
- BEST PRODUCTS:** agricultural products, bread and cereals, confectionery, dairy products, delicatessen, dietetic products, eggs and poultry, frozen food products, fruits and vegetables, herbs and spices, ingredients, meat and meat products, oils, organic products, seafood, seasonings and condiments,

and soup stock.

**THE COSTS:** A fully furnished, nine-square-meter booth, with a comprehensive service package, is available at a very competitive price of Yen 640,500 (about \$5,000 at current exchange rates). JMA has also put together a very economical travel and hotel package to help lower the cost of participating in the show.

**THE APPLICATION:** The deadline is October 18, 2002. Our offices recommend early registration in order to avoid last-minute confusion or a sold-out situation.

**BOOTH ALLOCATION:** Mid-December, 2002

**THE SHOW ORGANIZER:** Japan Management Association has organized this trade show since 1976. For further information please contact JMA directly.

**CONTACT:** Japan Management Association  
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**USDA CONTACTS:** David C. Miller (Current) & Mark Dries (After August 1)  
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**EXPORT SUPPORTING PROGRAMS:** There are several export support programs available to U.S. exhibitors at FOODEX 2003 such as Food Show Plus! and the Branded Program. If you are interested, please see the attached information.